



# CYNDI ROBERTS

403-276-6906

inspiredbychange@shaw.ca



## EDUCATION

- **Applied Communications – Electronic Publishing**  
(Completion date: 2009) Mount Royal College, Faculty of Communication Studies
- **Associate in Specialized Business – Marketing**  
(Completion date: 1998) ICS Center for Degree Studies

## SKILLS

- **Adobe CC** (Dreamweaver , Illustrator, Photoshop, InDesign, Acrobat XI Pro)
- **Wordpress** (PHP, MySQL, plugins & widgets, jQuery sliders, etc...)
- **Google Webmaster Tools**
- **Google for Business** (Gmail, shared calendar, contacts, apps, etc...)
- **Top Producer System** (Real Estate Customer Retention Management – CRM)
- **Google Adwords/AdSense**
- **SEO Analytics Tools**
- **Mailchimp** (newsletters/email lists)
- **Microsoft Office 2010**
- **Social Media Platforms**
  - Facebook (profiles, pages, groups, PPC ads, promoted posts, custom Static HTML tabs, applications, events, photo & video albums, etc...)
  - Twitter Customization
  - LinkedIn Company Pages
  - Pinterest Boards/Rich Pins
  - YouTube Channel Branding
- **Windows Live Movie Maker**
- **Trello** (Team Collaboration)
- **Asana** (Team Collaboration)

## PROFESSIONAL PROFILE

Creative Communicator experienced and educated in print, web and graphic design/layout, technical writing, research, analytics, and information architecture. Proficient in Adobe CC Design programs, project management, responsive website coding and social media.

Also knowledgeable in Search Engine Optimization (SEO) and Internet Marketing best practices, interpreting Google Site and social media account analytics, and utilizing various webmaster tools. Specializing in Wordpress (CMS) websites & themes, CSS customization, Local SEO, event marketing, social media management, and eCommerce platforms.

## EXPERIENCE

- **Inspired by Change Communication Design** – Website Developer, SEO, Social Media  
January 2009 – December 2016 [www.inspiredbychange.ca/portfolio/](http://www.inspiredbychange.ca/portfolio/)  
(Freelance)
- **Retailer/Wholesaler in Health & Wellness Industry** – Graphic/Website Designer  
March – July 2015 (Full-time work-at-home position)
- **Real Estate Team in South Calgary** – Marketing & Communications Assistant  
April 2012 – November 2013 (Long-term Contract with Urban Property Real Estate)
- **City of Calgary webWave (Intranet) project** – Content Migrator  
September – November 2009 (Short-term Contract with Modis International)
- **Mount Royal College IT Services Dept.** – Web Analyst/Developer  
January – August 2008 (Directed Field Study 2 - Mount Royal College, Applied Communications Degree)
- **Keller Williams® Platinum Realty** – Design & Marketing Coordinator  
May – August 2007 (Directed Field Study 1 - Mount Royal College, Applied Communications Degree)

## SOCIAL MEDIA PROFILES

- **Facebook** – [www.facebook.com/inspiredbychange](http://www.facebook.com/inspiredbychange)
- **Twitter** – [www.twitter.com/cyndiroberts](http://www.twitter.com/cyndiroberts)
- **LinkedIn** – [www.linkedin.com/in/inspiredbychange](http://www.linkedin.com/in/inspiredbychange)
- **Pinterest** – [www.pinterest.com/angelmarketing](http://www.pinterest.com/angelmarketing)